

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) An effect pigment PVC plastisol comprising
 - (A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40 μm , and which as a dispersion in a plasticizer exhibits dilatancy,
 - (B) at least one finely divided PVC homopolymer having particle sizes of from 1 to 400 μm , and which as a dispersion in a plasticizer exhibits pseudoplasticity,
 - (C) at least one plasticizer, and
 - (D) at least one effect pigment.
2. (Original) The PVC plastisol as claimed in claim 1, comprising at least one pigment (E) different than effect pigment (D).
3. (Currently Amended) The PVC plastisol as claimed in ~~claim 1 or 2~~ claim 1, comprising at least one additive (F).
4. (Currently Amended) The PVC plastisol ~~of any of claims 1 to 3~~ as claimed in claim 1, ~~containing~~ comprising from 20 to 60% by weight, based on PVC plastisol, of finely divided PVC homopolymer (A).
5. (Currently Amended) The PVC plastisol ~~of any of claims 1 to 4~~ as claimed in claim 1, ~~containing~~ comprising from 5 to 30% by weight, based on PVC plastisol, of finely divided PVC homopolymer (B).

6. (Currently Amended) The PVC plastisol as claimed in ~~any of claims 1 to 5~~ claim 1, wherein the weight ratio (A):(B) is chosen so that the PVC plastisol exhibits pseudoplasticity.
7. (Original) The PVC plastisol as claimed in claim 6, wherein (A):(B) = 5:1 to 1:5.
8. (Currently Amended) The PVC plastisol ~~of any of claims 1 to 7~~, as claimed in claim 1 containing from 10 to 60% by weight, based on PVC plastisol, of plasticizers (C).
9. (Currently Amended) The PVC plastisol ~~of any of claims 1 to 8~~ as claimed in claim 1, wherein the effect pigments (D) are selected from the group consisting of organic pigments and inorganic pigments, optical effect pigments, color effect and optical effect pigments, magnetically shielding pigments, electrically conductive pigments, anticorrosion pigments, fluorescent pigments, and phosphorescent pigments.
10. (Currently Amended) The PVC plastisol as claimed in claim 9, wherein the effect pigments (D) are selected from the group consisting of organic pigments, ~~and~~ inorganic pigments, optical effect pigments, and color effect and optical effect pigments.
11. (Currently Amended) The PVC plastisol as claimed in claim 10, wherein the effect pigments (D) are selected from the group consisting of metal effect pigments, and effect pigments composed of metals and nonmetals, ~~and nonmetallic effect pigments~~.

12. (Currently Amended) The PVC plastisol as claimed in ~~any of claims 1 to 11~~ claim 1, wherein the pigments (E) are selected from the group consisting of organic pigments, ~~and inorganic pigments~~, color pigments, ~~and extender pigments~~, pigments which combine at least two of these properties, and nanoparticles.
13. (Currently Amended) The PVC plastisol as claimed in ~~any of claims 1 to 12~~ claim 1, wherein additives (F) are selected from the group consisting of PVC stabilizers, light stabilizers, organic solvents, and synergists for halogen flame retardants.
14. (Currently Amended) A process for producing a PVC plastisol comprising effect pigments as claimed in ~~any of claims 1 to 13~~ claim 1, which comprises mixing its constituents (A) , (B), (C), ~~and (D)~~, and (D); (A), (B), (C), (D), ~~and (E)~~, and (E); (A), (B), (C), (D), ~~and (F)~~ and (F); or (A), (B), (C), (D), (E), ~~and (F)~~ and (F); and homogenizing the resulting mixture.
15. (Currently Amended) The use of a PVC plastisol comprising effect pigments as claimed in claim 1, ~~any of claims 1 to 13 or of a PVC plastisol comprising effect pigments and prepared by a process as claimed in claim 14 as coil coating material.~~
16. (Original) The use as claimed in claim 15, wherein the PVC plastisol comprising effect pigments is used to produce an effect coating.
17. (New) The use of a PVC plastisol comprising effect pigments and prepared by a process as claimed in claim 14 as coil coating material.

18. (New) The PVC plastisol as claimed in claim 10, wherein the effect pigments (D) nonmetallic effect pigments.